

# Greater Yarmouth Tourism & Business NEWSLETTER MARCH 2017



## GREAT YARMOUTH AIR SHOW – SEPARATING THE FACTS FROM THE FICTION

Work continues on plans to stage the first Great Yarmouth air show despite a decision in February to postpone the planned dates for June this year.

The overwhelming feeling on social media and in the letters page in the local press is that the public want an air show and share our disappointment that it's not going to happen this year.

See page three for the real facts about the air show.



## THE EXPERIENCE ECONOMY

Events have recently been described as the 'experience economy'. Events are often stated in terms relating to improvement of quality of life for residents, or offering economic and social benefits, or creating new business networks and opportunities or profile raising, and in supporting other civic needs.

Clearly events are important – they cost time, energy and money and are often only made possible by committed volunteers.

Read all about two of our volunteer champions on page 10.

## SUPPORTING PROJECTS ACROSS THE BOROUGH

Martham Scarecrow Festival, Fritton Village Sign, Great Yarmouth Wheels Festival, the Hanging Baskets of Hemsby - just some of the diverse range of projects that the BID levy is helping to support.

Anyone can submit a project idea but all projects are scored against a set of key criteria which judges the extent to which they contribute to the core objectives of the BID.

This is also true of the larger projects like the air show or Maritime Festival and even the fireworks displays. Find out more about some of the projects the BID levy is funding on pages 13 - 15.

If you want to submit a project idea for the GYTABIA's financial year 2017-2018, call Karen on **01493 846492** or email **karen@gyta.com**



**CAMPLINGS**  
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## Welcome from the GYTABIA Chairman



**Gareth Brown**  
Chairman GYTABIA

Obviously I cannot hide my disappointment that we will be unable to stage our first air show in June this year. However the good news is that the extensive work already undertaken is bankable and the Board are keen to press on with plans to secure a new date in 2018. I am also disappointed for those who have worked on the project; for those who would inevitably see a great boost to their business; and for those planning to visit our borough to enjoy the event this year.

In the end the decision to postpone was a financial one, based on costs that we could not have possibly foreseen. Remarks on social media questioning why we "couldn't just spend an additional £130k on the event", show some naivety over the range of responsibilities of staging large scale events.

On page 3 we have included a more rounded explanation separating the fact from the fiction.

Despite the setback of the air show, GYTABIA continues to do great things and support business communities right across the borough from Hemsby to Fritton, Gorleston to Martham.

I am also delighted that GYTABIA has helped create a new Caister Group and they have already been successful in gaining BID funding for their event in June.

A successful BID is always guided by its levy payers working together to create projects that are important to their business community. This can be based around a small geographical area, a sector group or a generic project that can have a positive impact right across the BID area.

May I wish you all a busy and prosperous 2017.

Chairman Gareth Brown

## Great Yarmouth Air Show - The Facts

On 31 January the Board of the Greater Yarmouth Tourism & Business Improvement Area took the very difficult decision to postpone the air show scheduled for 14-17 June 2017. It was without doubt the toughest decision the Board has taken since it formed in 2014.

News of the potential postponement was unfortunately leaked to the press the night before the Board met, which piled extra pressure on Board members who all act in a voluntary capacity. Since this date, the real facts seem to have been skewed in favour of generating a good news story, so we'd like to take the opportunity to set the record straight.

### SEPARATING FACT FROM FICTION

- GYBC collect a BID levy on behalf of GYTABIA from around 1200 levy payers. The collection raises around £450,000 a year. The BID Board is tasked with spending the BID levy in such a way that it contributes to the key objectives set out in the business plan.
- The Board receives funding applications from a range of businesses and geographic sectors for projects that proposers believe will contribute towards those objectives.
- An air show was first mooted in 2014 and initially assessed against 15 criteria as to whether it would add to the BIDs key objectives. The air show scored the highest marks of all our projects.
- Realising the enormity of the task, the BID Board appointed an Event Director and a Sponsorship Director.
- After extensive research amongst existing air shows, the first budget for a 2017 Great Yarmouth air show was presented and discussed by the GYTABIA Board in November 2015. The Board agreed that work on an air show project should continue.
- The principle of staging an air show was supported by Great Yarmouth Borough Council; not with cash, but with a willingness to allow council land to be used for additional concessions to help GYTABIA balance the books.
- The governance and management of large events has moved on considerably. The Great Yarmouth air show was going to be the biggest event in the region and subject to close scrutiny given current world events.
- As well as getting some great aircraft in the sky, the key operational elements of an air show are: traffic management; crowd management, medical cover and security. GYTABIA had to appoint specialists to cover these key areas.
- To secure military aircraft GYTABIA submitted its application by the September 2016 deadline. This would include the Red Arrows and the Battle of Britain Memorial Flight. Air display teams would be confirmed in February / March.
- GYTABIA made several other provisional bookings for civilian aircraft.
- The bridges in Great Yarmouth make for challenging traffic management decisions. GYTABIA has spent the last few months meeting with traffic management specialists and officials from Norfolk County Council and from Norfolk Police to set in place a robust traffic management plan.
- Public safety is key and GYTABIA had discussed potential threats with a range of specialists. Whilst the Board was still waiting for a key report, GYTABIA were advised to retain a safety contingency of not less than £50,000.
- The GYTABIA budget for medical cover was based on levels in place at other coastal air displays. The initial quote from a medical provider came back 5 times higher than our budgeted figures.
- GYTABIA could ignore specialist traffic management, medical and security advice, but to do so would place the voluntary board in a very perilous legal position.
- The GYTABIA Board remains committed to staging an air show and have agreed to work with all partners over the next few months to ensure that GYTABIA can deliver an exciting, memorable and safe event in 2018.

## A few words from the Vice-Chairman

Someone once said that "the BID will never be congratulated for doing what people expect it to do" - meaning that the BID needs to deliver the unexpected in order for people to recognise its value.

Whilst the air show had its critics, the widespread disappointment that our first air show will not take place in 2017 perhaps gives us that extra impetus to press ahead and confirm new dates for 2018.

But let's never underestimate the enormity of the task ahead. It's going to involve a lot of people with a shared vision to make it happen.

Meanwhile it's business as usual in helping to stage and support new events, new marketing campaigns and new projects aimed at helping businesses in the borough.



**Cllr Barry Coleman**  
GYTABIA Vice-Chairman

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## Funded Projects 2015-2016 (Last Year)

For the financial year 1 October 2015 to 30 September 2016, projects fell loosely into 4 categories:

### Priority large events:

Maritime Festival, Great Yarmouth Fireworks, Hemsby Fireworks and Gorleston Christmas Switch-On

### Priority small events: (less than £10,000)

Wheels Festival; Gorleston Cliff Top Fireworks; Martham Scarecrow; Great Yarmouth Arts Festival

### Marketing: (see pages 6 & 7)

### Facilities, Maintenance, Access:

Decorative Lighting; Hemsby Hanging Baskets



## MARITIME FESTIVAL

The annual Maritime Festival attracts an estimated 30,000 visitors over the 2 days and continues to help broaden the appeal of Great Yarmouth as a heritage destination while giving a much-needed boost to the local economy.

Staging an event attracting 30,000 people comes with a responsibility for people but also for finance. The voluntary committee works hard to ensure a good mix of land and river-based attractions. In an average year the income and expenditure looks like this.....



EXPENDITURE		INCOME	
Site Management: Marquees, toilets, safety fencing, fire extinguishers, radios, sound, cleansing, generators etc	£36,000	Sponsorship	£40,000
Publicity	£10,000	Voluntary contributions & programme sales	£17,000
Paid staff: 24 hour security, stewards, programme sellers; site crew	£14,000	Ship Admissions	£6,000
Entertainment: Shanty Groups, Walkabout, demonstrators	£12,000	Catering & Trade concessions	£11,000
Hospitality	£2,000	GYTABIA funding	£10,000
<b>TOTAL</b>	<b>£84,000</b>		<b>£84,000</b>

Whilst we have a loyal band of sponsors, income from other sources can fluctuate. Without the underwriting by GYTABIA, the event couldn't go ahead.

## FIREWORKS

In 2016 GYTABIA spent just over £41,000 on fireworks displays in Great Yarmouth, Hemsby and Gorleston. Fireworks are becoming synonymous with our seaside resorts and certainly make for a special family night out. Fireworks add value to a family holiday and will provide memories long after our visitors have returned to their family home. Happy visitors mean repeat visitors and a boost to the visitor economy.

## FOOTFALL MONITORS

In November 2015 GYTABIA installed a footfall monitor at the top end of Regent Road where it joins Marine Parade. The monitor counts pedestrian movements, producing data on busiest days and busiest hours. The monitor is another indicator of how well Great Yarmouth is performing. At the end of December 2016 we had completed a full year; its real benefit is in comparing successive years. The results for 1 Jan to 31 Dec 2016 showed that:

- Number of pedestrian movements = 3,189,547
- Pedestrian movements: Easter-End of October = 2,798,743 (88%)
- Pedestrian movements: July & August = 1,146,293 (36%)

The Year 2 GYTABIA accounts shown on pages 13-14-15 give full details of all expenditure

## Funded Projects 2016-2017 (This Year)

For the current financial year, 1 October 2016 to 30 September 2017, GYTABIA is again supporting a range of projects.

Detailed below are just a handful, including new projects in Caister and Fritton. For more details see the budget forecast on **page 13** and **www.gyta.com**.

## AIR SHOW PREPARATIONS

Working towards our first ever air show necessitated a huge amount of work - from writing risk assessments and preparing safety plans to developing traffic management and crowd management plans.

Nobody should underestimate the complexity of staging an air show. Believe it or not, the easy bit is what happens in the sky!

Of course, all this costs money. It's almost like setting up a new business. The majority of expenditure so far has gone on 'set up costs', and that includes appointing specialists to oversee the preparation of key air show plans. The set-up costs are currently around £50k, less than 10% of the total cost of the event. Most of these set-up costs are transferrable as part of staging a 2018 air show. Watch this space!

The BID year stretches from 1st October to 30th September so two of the early year projects are Pumpkinanza (October half-term) and the Gorleston Christmas Switch-On (November).

## DECORATIVE LIGHTING

One of the first projects approved by the GYTABIA Board was to commit to a 5-year scheme to install and maintain the decorative lighting on the Golden Mile. The scheme allowed for a full refurbishment in Year 3, this financial year.

YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
£36,393	£13,083	£28,791	£13,083	£20,937

## HEMSBY CALLING

Someone once said, "Hemsby has more visitor beds than Brighton & Eastbourne put together". We are certainly talking thousands. The Hemsby & Newport Traders Group, formed 3 years ago under the no-nonsense chairmanship of Toni Reeve of Seadell Shops and Chalets, has spearheaded many a project idea to gain best use of the BID Levy. With an enthusiastic team of volunteers they have established a series of fireworks displays aimed at boosting evening business and adding to the holiday experience. However it was the concept of artificial hanging baskets that hit the national press and added many a visitor to take a look at what all the fuss was about.

For 2016-17 they successfully applied for and have been awarded funding to improve beach cleaning at Hemsby as part of a partnership deal with Hemsby Parish Council.

## FRITTON VILLAGE SIGN



Businesses in Fritton requested funding to replace their village sign which was originally installed in 1986. Keith Nunn told us: "The sign is desperately in need of repair or replacement. Water has got into the wooden sections and the experts tell us that they will have to replace virtually all of the sign. We are proud of the sign as it depicts a duck and the Fritton Decoy which is in fact still in the adjacent park and could be used again."

The new sign is being part funded by local parishioners, local businesses, Fritton with St Olaves Parish Council and GYTABIA.

## CAISTER 'VILLAGE EXPERIENCE'

Led by Caister Women's Institute, plans are in hand to create a traditional 'Village Experience' event as an annual festival, featuring a procession, carnival queen, poultry & pet show and lots more.

The aim is to raise the profile of Caister-on-Sea.

## MARITIME FESTIVAL 2017

Watch out for this year's event on historic South Quay on Saturday 9 and Sunday 10 September

# Marketing

The GYTABIA Marketing Group decided to focus marketing efforts on the East Midlands for the 2016

season, running an extensive radio advertising campaign on Capital East Midlands from Easter to the end of August, plus also a TV advertising campaign on ITV1, Sky and using Video on Demand. Our adverts were seen more than 4.6 million times by people living within a 2-3 hour drive time from Great Yarmouth.

In addition to television and radio advertising, we also ran our first big digital campaign in conjunction with britainisgreat.com, a large national tourism website using the short films we made over the summer of 2015. Teasers for these films were placed on a number of websites including the Daily Mail, the Mirror, msn.com, premierleague.com, Facebook and Huffington Post for example, but shown only to people within our 2-3 hour drive time radius, to entice people to click through and watch more.

Together with our own Social Media promotion, we achieved more than 750,000 views of our films online, helping to change perception and encourage more people to think about holidaying in Greater Yarmouth.

A new responsive version of www.great-yarmouth.co.uk went live in April 2016. All tourism and business related non-accommodation businesses have a free listing on www.great-yarmouth.co.uk. If you would like to upgrade your listing to link to your own website, please get in touch. Only graded accommodation can be promoted on this website, please contact us for more information about this.

Marketing plans for the GYTABIA financial year 1 October 2016 to 30 September 2017 are underway, with a radio campaign booked on Heart covering Essex and Bedfordshire, Buckinghamshire and Hertfordshire and a new shoulder season short break TV campaign booked to run from March until May.

Family summer holiday advertising will begin in May in time for the main summer season, covering both staying and day tripper markets.



## FY 01 Oct 2015 - 30 Sept 2016

Total spend **£206,476**

**GYTABIA 79%, GYBC 21%**

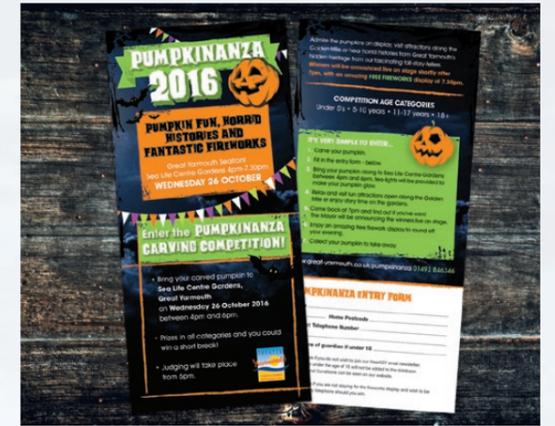
Official tourism website
Pumpkinanza marketing (radio / leaflet distribution)
Capital East Midlands Weather 04.04 - 05.09
AdSmart East Midlands - DE, LE and NG
ITV1 Central East area including DE, LE and NG
ITV VOD Central East Area on ITV1, ITV2, ITV3
Channel 5 VOD Central East area - DE, LE and NG
Heart - Norfolk & North Suffolk Radio
AdSmart - East Anglia - CB, CO, IP, NR and PE
ITV VOD - East Anglia including - Cambridge, Colchester, Ipswich, Norwich and Peterborough
TV production & Social Media promo films
Digital campaign 2-4 hour drive time to reach North London, Essex, Suffolk, Cambridgeshire, Northamptonshire, Hertfordshire, Bedfordshire, East Midlands, Lincolnshire.
Facebook advertising
Social Media Blogging campaign
Adwords, Remarketing, YouTube promo
PR Agency (min 3 releases per month)
Groups advertising campaign

2015												2016																																							
October			November			December			January			February			March			April			May			June			July			August			September																		
05	12	19	26	02	09	16	23	30	07	14	21	28	04	11	18	25	01	08	06	22	29	07	14	21	28	04	11	18	25	02	09	16	23	30	06	13	20	27	04	11	18	25	01	08	15	22	29	05	12	19	26
982,227 unique users, 1.6m estimated users, 7m page views, 139,517 referrals to tourism provider websites																																																			
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									623,093 views Geocast & Britainisgreat.com																																										
									153,196 views GY social media																																										
												33 campaigns, seen by 281,975 people																																							

## INCREASE IN BOOKINGS?

Did you see an increase in visitors from the Derbyshire, Nottinghamshire and Leicestershire areas last year, or have you noticed an increase in bookings so far this year? Postcodes to look for start with NE, DE and LE.

The previous year our marketing campaign focussed on north London and Essex, so if you have noticed an increase in visitors from these areas, please let us know.



## THE COASTAL PASS

www.coastalpass.com – is a new interactive booking tool aimed at encouraging visitors to explore the highlights of England's stunning east coast from Hull to Harwich.

The Pass features themed videos showcasing the wealth of what there is to see and do on the East Coast.

Viewers can click on the video to book different products to create their own bespoke itinerary.

The Coastal Pass is aimed initially at attracting shoulder season visitors from the Netherlands, travelling by ferry to the ports of Hull and Harwich or as an extension to a visit to London.

It's been developed by the National Coastal Tourism Academy with funding from the government's Discover England

Fund administered by VisitEngland with whom GYTABIA is working in partnership to promote our tourism businesses.

Eligible businesses will have received an invitation to participate for free from Kirsty and her team.



## Investment News

**Businesses across the borough have kick-started 2017 by announcing plans for millions of pounds worth of major investment.**

Attractions, hotels, holiday parks, pubs and vital support industries have all announced schemes to upgrade buildings, facilities and services.

### PLEASURE BEACH

A new scheme for a multi-million pound hotel, casino, restaurant and cinema complex on Great Yarmouth seafront has been unveiled.

The plans, by Pleasure Beach owner Albert Jones, are the latest version of his vision for a project called The Edge, which includes East Anglia's biggest casino and a total of 200 new jobs.

The first phase would be a £5m 81-bed Premier Inn hotel, with a Beefeater restaurant, on land next to the Pleasure Beach.

A 10-screen cinema, five restaurants and indoor play centre feature in the second phase. The final element is the casino and a multi-storey car park.

Three new rides, costing £500,000, are also being added to the Pleasure Beach for the coming season. They are: Reverse Time, a brand new spinning tilting ride on a clock face theme; Jumbo, a set of flying elephants aimed at families and the Big Wheel, similar to last year's Elegant Wheel but with semi enclosed gondolas.



They range from new rides, upgraded sports facilities, hotel rooms and caravans to a relocated laundry serving the holiday sector. The pre-season investments have been welcomed by the GYTABIA chairman Gareth Brown who said: "Great Yarmouth continues to be one of the UK's most popular holiday resorts, but we are keen to ensure our guests - regulars or newcomers - have the best possible experience by improving events, attractions and places to stay and eat.

"We welcome these investments, which are a sign of confidence in our holiday and wider business economy."

### PARKDEAN

New owners Parkdean Resorts have announced a £800,000 investment in 50 new caravans at the Vauxhall Holiday Park in Great Yarmouth, part of a £7.5m investment in the company's East Anglian facilities.

The 41-acre park at the resort's A47 gateway attracts more than 80,000 a year to its 390 caravans and lodges, 48 apartments and 180 touring and caravan pitches.

The company's Summerfields Holiday Park in Scratby will also get 16 brand new plots which can accommodate both caravans and lodges, while £500,000 has been invested in upgrading the park's existing chalets, bungalows, apartments and maisonettes.

### CAMPLINGS

A company which cleans the bedsheets and tablecloths of Great Yarmouth's busy tourism industry has unveiled a £5m new laundry in the town. Family-run Camplings Linen has launched a new plant in a converted 30,000 sq ft warehouse at the Harfrey's Industrial Estate. The company, founded in 1870, has switched its processing centre to the new unit from its former Southtown base, which continues as its administration base.

The completion of the three-year project will allow Camplings to increase its capacity by a quarter to 500,000 pieces of linen a week, and creates another 10 jobs. The laundry, whose clients include hotels, restaurants and holiday parks, supplies 3.5 million sheets and pillow cases as well as 2 million pieces of white table linen a year.



### RICHARDSONS

Hemsby Beach Holiday Park and Seacroft Holiday Village owners, Richardsons, is adding a Norfolk-themed mini golf attraction, as well as indoor archery and rifle shooting, at its Seacroft Holiday Village for grown-ups this year. At its neighbouring Hemsby Beach Holiday Park, for family self-catering breaks, the company aims to add extra caravans and to replace some chalets with caravans - including pet-friendly units.

Marketing manager Adam Yardley said Richardson's had spent £3m on its Hemsby sites in recent years.

### STAR HOTEL

A landmark town centre hotel is set to reopen with new owners and fresh investment. Father and son partners Howard and Paul Bossick have bought the historic Star Hotel on Hall Quay, and aim to revive it with a two-phase £650,000 project.

A £450,000 first phase will see the ground floor, reception, and 20 of the 40 bedrooms refurbished to a four-star standard. Phase two will see the other 20 bedrooms given a makeover with flat screen TVs and completely new bathrooms at a cost of £200,000.

The owners say the hotel has a lot of potential, thanks to its excellent location, and good reputation and can fill a niche particularly on the function and wedding side.



### LACON ARMS

Major extensions are under way at the Lacon Arms pub at Hemsby, where owner Lorna Bevan Thompson has spent about £1m on improvements since taking it over in 2009.

A garden room is being added to the side and back, along with new and refurbished toilets, plus a modern glass atrium-style entrance to the 19th century building.

It will provide a smaller party room for about 50 people, and a brighter dining space they hope would be popular through the winter, enabling the pub to keep its core staff throughout the year.

### PROM HOTEL

An extra 12 bedrooms are being added to the expanding Prom Hotel on Great Yarmouth seafront, whose customers show the resort is also an important all-year-round accommodation provider for business.

The en-suite double and twin rooms will bring the total number bedrooms to 48, helping deal with demand from a range of commercial clients, making up 70pc of its trade, including many from the emerging offshore wind farm industry, said Rodney Scott, who is a partner with son Ian. They also aim to add a fitness centre in 2018.



### GARDEN WALK GATEWAY

A £2m scheme to breathe new life into a key "gateway" to Great Yarmouth is currently out to public consultation.

The project, between Vauxhall Station and Great Yarmouth Market Place, is part of a wider scheme to make the town a more attractive place to live, work and visit. It includes improvements to the station forecourt, a landscaped garden walk between the bridge and North Quay and a wide cycle and pedestrian path from the station to the Market Place via the Conge.

It is being promoted by Norfolk County Council through funding from the New Anglia Local Enterprise Partnership.

### TRAVELODGE

A new 68-bedroom Travelodge Hotel on a busy road into Great Yarmouth has been given the go-ahead by planners. The hotel, combined with a restaurant and drive-through outlets for Costa Coffee and Burger King, will be on the site of a former warehouse at Pasta Foods off Pasteur Way.

The plans have been approved by Great Yarmouth Borough Council's development committee - with a condition that Pasta Foods must reinvest £500,000 into their factory. The project is set to create around 100 new full & part time jobs.

**If your business has invested or are planning to invest in 2017 please let us know as we are always keen to hear about and acknowledge business growth in the borough.**

## Voluntary Support



**Aileen Mobbs - Chairman  
Maritime Festival Committee**



GYTABIA events don't just happen. Events like the Maritime Festival take months of planning; four days setting up; two days running the event, and two more to take it all down again.

For the group of volunteers who work on the Maritime Festival it's a labour of love – especially for hotelier Aileen Mobbs who has been chairman for all the event's 18 years.

It is a flagship event for GYTABIA which underwrites the cost of the festival costing about £80,000 to stage.

Planning it is a huge operation that takes all year – and even longer, because guest ships sometimes have to be booked 24 months ahead.

Aileen explained "Our biggest challenge is always the ships. Your average tall ship can demand appearance fees of around £20,000, and they are all over the world.

"People love to see 'pirate ships' with cannons but they don't always sail well – and the ones that do sail tend to be fitted with crew facilities such as toilets and a bar below decks, rather than heritage items. They all look great in sail, but it is difficult to find the right ships which you can charge people to go on."

## Maritime Festival 9-10 September 2017

"We are keen to stress it is a maritime festival, not a ships festival. We like getting interesting vessels but it is also about nets, ropes, music and the town's seafaring heritage.

Most of the committee, who will mark their 20th year in 2019, have also been ever-present, which makes Aileen's life a little easier.

She says: "I could not work the event without the effort and support from these amazing people. They are friends and a joy to work with. It is all about teamwork.

I am quite sensitive to any public criticism of the festival because so much of it is run by people giving up their spare time."

The voluntary committee works alongside a paid crew of about 40 people, including stewarding and security, programme sellers, gate-keepers, riggers and de-riggers and a health and safety officer.

Over the years, the festival has trebled in size with the crowds growing from 10,000 to almost 30,000, and its success is down to a mix of nostalgia, family attractions, and an event set on a working quayside, rather than on the seafront.

"We know from asking them that they don't just come for the festival. They will also spend time shopping and visiting other attractions in the borough – so it helps the wider community."

The backing of GYTABIA and sponsors is vital to the success of the festival, which is now in full sail towards this year's dates of September 9-10.

Fireworks make for a great family night out and GYTABIA's seaside displays are a key part of the borough's events calendar.

Supplementing the paid security crew is a group of volunteers who help steward the beaches throughout the summer displays in Great Yarmouth. Come rain or shine, the stewards who give up their spare time to help are an integral part of the event safety team.

One man who can boast not missing a display for 12 years is local hotelier Gregg Haddon, who owns the Winchester on Euston Road.

On Wednesday fireworks nights in the summer season he leaves

wife Sam in charge of the hotel – chatting and serving teas to guests – and heads to the beach to 'do his bit' wearing a high viz jacket.

"A lot of the guests go too, as it is one of the highlights of their week," said Gregg. "It's clearly one of the memorable evenings because they will all talk about it at breakfast next morning. It's all about helping to create special memories.

"Our guests look forward to the Wednesday night fireworks; they will spend the evening visiting attractions, having a flutter in the arcades, having a coffee and enjoying the pre-fireworks entertainment."

Stewarding involves ensuring the public stay behind the safety

ropes near the display area south of the jetty on Central Beach, and answering people's questions.

"I love the work – which is a way of giving something back – and the event, which brings thousands of people to the seafront, really bringing it alive and creating a buzz.

And unlike football stewards, who often have to stand with their backs to the match, Gregg, 52, says: "I even get the chance to see the display."

Gregg is on the GYTABIA Board, is Vice Chair of the Guest House & Hoteliers groups and also attends Marketing group meetings.



**Gregg Haddon  
The Winchester**

## Fireworks: GY 19th, 26th July; 2nd, 9th, 16th, 23rd, 30th Aug

## Annual Tourism (& Business) Awards



The Annual Tourism Awards began in 1997 when the Chairman of the GYTA made some surprise visits to various businesses around the borough in recognition of their passion and investment in their business.

The very first winners included Vauxhall Holiday Park, Pirates Cove, Amazonia, the Winter Gardens and Potters Leisure Resort.

Since that first year, more than 200 certificates have been presented. For the last 18 years the ceremony has been part of the annual tourism lunch in March.

Last year, in recognition of the new Tourism and Business Improvement Area, the awards were expanded to embrace the 'business' element of the BID.

### GYTABIA's Annual Tourism & Business Awards 2016 winners include:

- Retail** - New Norfolk Oven, Salisbury Road
- Retail Warehouse/Superstore** - Screwfix, Harfrey's Industrial Estate
- Self-Catering** - Vauxhall Holiday Park
- Public House** - Pub on the Prom, Great Yarmouth
- Attractions/Leisure** - Merrivale Model Village, Great Yarmouth
- Restaurants/Cafes** - The Terrace at the Imperial Hotel
- Serviced Accommodation** - The Imperial Hotel
- Supplies & Services** - Camplings, Portland Lane, Great Yarmouth
- Lifetime Achievement Award** - Don Peers Grasmere Caravan Park/Peers Premier Apartments.

Nominations for this year's awards have now closed and will be announced at the Annual Tourism and Business Lunch on Tuesday 14 March 2017 in the Assembly Room, The Town Hall.

### Categories for the 2017 Tourism & Business Awards are:

- Investment Award
- Business Website Award
- New Business Award
- Customer Service Award
- Marketing Campaign Award
- Community Contribution Award
- Family-owned Business Award
- Rising Star Award
- Working Team Award
- Business Superstar Award

This year's Annual Awards are sponsored by GYB Services - A Norse Company.



## David Marsh - Company Secretary

David has worked with tourism and business partnerships for 33 years from the Publicity Association, to the Greater Yarmouth Tourist Authority (GYTA) and on to the Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) and in all that time David has done it in a totally voluntary capacity. Our reporter Richard Batson went to meet him to find out why.

Tourism is about teamwork to promote the reputation of a resort for the benefit of businesses across a range of sectors.

That is the view of David Marsh who has been involved in the growth of that team in a variety of guises over more than three decades.

The former boss of a family holiday park said: "Businesses are part of a jigsaw. Visitors are buying the whole picture, not just one piece. They are drawn to the resort's mixture of accommodation, attractions and entertainment.

"We need to help the local tourism industry harness the power and reputation of Greater Yarmouth. Businesses can be so busy running their own back yard they do not see how much the resort has to offer."

David's front line experience was hatched at the Cherry Tree Holiday Park in Burgh Castle, which his father ran from the late 1960s and which David took over for 20 years until 1994 when they sold to Parkdean resorts. His grandfather also ran a hotel in Essex so hospitality is in the family blood. "Father taught me that it was all about the people, and that customer service comes first, starting with the vital front counter team. "But it was business connections Paul Timewell and Peter Jay who told me it was vital to further the reputation of the wider resort."

David got involved with that wider tourism picture and was twice chairman of the former Publicity Association, at a time when the accommodation providers were represented by a separate Holiday Association. Then there was also the borough council. Towards the end of the eighties and early nineties the tourism industry as a whole was a divided force.

The concept of the GYTA was to start afresh with a joined-up approach to unite and galvanise both public and private sectors to help the tourism industry reach its full potential. David was founder chairman of the Greater Yarmouth Tourist Authority in 1994. It raised voluntary membership fees and worked alongside GYBC tourism staff to enhance the marketing of Greater Yarmouth.

In 1999, alongside public and private sector colleagues, David was instrumental in establishing the foundations of a major seafront regeneration project, which resulted in Great Yarmouth being awarded over £16 million of European funding to kick-start a regeneration project named 'InteGREAT'. "It improved our reputation and got us noticed regionally," he added. "And it helped re-build confidence amongst local and incoming investors."

By 2012 many of the voluntary members of the GYTA were getting disillusioned that so many businesses benefitted from a thriving tourism economy, while only about a quarter provided financial support to an organisation working tirelessly to increase visitor numbers and visitor spend.

The launch of the BID in February 2015, with backing from the council who made it one of their 'corporate priorities', has got more businesses involved as levy payers - boosting the spending power of the tourism team. There was a budget of about £240,000 in the GYTA days. It is now around £600,000 a year - enabling more events and marketing.

David, who was interim chairman of the BID for its first 18 months, said: "The challenge is convincing business it is the right way forward. Some people



have questioned what they get out of tourism, if they are not on the seafront, which we understand.

"But there are indirect benefits. You may not sell a car to a tourist, but you might do to a worker in the tourism sector.

"There is a perception that tourism is a short season, low paid sector but it generates £600m a year to the local economy and provides 26pc of the workforce.

The air show remains a big project, potentially bringing £10m-£12m in to businesses in the local economy, and we anticipate there will be two shows before the next vote on the BID."

Mr Marsh says he has enjoyed the countless hours spent helping the local tourism and business economy, adding: "I have been very lucky to be involved with a lot of good people of a similar mind, and have watched our resort continue to prosper where others have not."



David Marsh  
Company Secretary

## Financial Statement - Year 3

Greater Yarmouth Tourism & Business Improvement Area Ltd	
<b>INCOME</b>	
Bid Levy	£450,000
Maritime Festival	£70,000
Air Show 2017	-
<b>INCOME:</b>	<b>£520,000</b>
Maritime Costs	£70,000
Air Show 2017 Costs	£50,000
<b>AVAILABLE 2017 BUDGET</b>	<b>£400,000</b>
<b>EXPENDITURE</b>	
<b>PRIORITY SMALL PROJECTS</b>	
Enterprise GY Sponsorship	£1,500
GY Wheels Festival	£6,000
Gorleston Cliff Fireworks	£2,000
Caister Project	£2,000
Martham Scarecrow	£650
Pumpkinanza	£1,500
	<b>£13,650</b>
<b>PRIORITY MARKETING</b>	
Marketing	£111,500
Visit Norfolk	£3,600
	<b>£115,100</b>
<b>PRIORITY EVENTS</b>	
2017 Fireworks	£32,000
Gorleston Switch On	£9,300
Maritime Attractions	£15,000
Hemsby Fireworks	£13,000
Air Show 2018	£60,000
	<b>£129,300</b>
<b>MARKETING &amp; EVENTS TOTAL</b>	<b>£258,050</b>

1st October 2016 to  
31st January 2017

FACILITIES, MAINTENANCE & ACCESS	
Seafront Illuminations	£28,791
Footfall Monitoring	£4,250
Filby in Bloom	£3,400
Hemsby Beach Cleaning	£4,900
Hemsby Toilets	£1,175
Fritton Village Sign	£4,000
Hanging Basket	£3,430
	<b>£49,946</b>
<b>OVERHEADS</b>	<b>£85,750</b>
<b>CONTINGENCY</b>	<b>£6,000</b>
<b>TOTAL EXPENDITURE</b>	<b>£399,746</b>
<b>SURPLUS / DEFICIT</b>	<b>£254</b>



N.B. Figures above are latest known costs and are subject to minor variations when our end of year accounts are finalised in preparation for our Annual General Meeting planned for March 2017.

## PROFIT AND LOSS ACCOUNT

For the year ended 30 September 2016

	30 September 2016	30 September 2015
	£	£
<b>TURNOVER</b>	<b>600,915</b>	597,637
Cost of sales	(598,762)	(599,035)
<b>GROSS PROFIT &amp; LOSS</b>	<b>2,153</b>	(1,398)
Administrative expenses	(2,889)	(3,590)
<b>OPERATING LOSS</b>	<b>(736)</b>	(4,988)
Interest receivable and similar income	-	-
<b>LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION</b>	<b>(736)</b>	(4,988)
Tax on loss on ordinary activities	-	-
<b>LOSS FOR THE FINANCIAL YEAR</b>	<b>(736)</b>	(4,988)

## BALANCE SHEET

As at 30 September 2016

	2016		2015	
	£	£	£	£
<b>FIXED ASSETS</b>				
Tangible assets		<b>9,957</b>		11,714
<b>CURRENT ASSETS</b>				
Debtors	<b>230,588</b>		182,786	
Cash at bank	<b>91,465</b>		90,683	
	<b>322,053</b>		<b>273,469</b>	
<b>CREDITORS:</b> amounts falling due within one year	<b>(337,988)</b>		(290,424)	
<b>NET CURRENT LIABILITIES</b>		<b>(15,935)</b>		(16,955)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>(5,978)</b>		(5,241)
<b>CAPITAL AND RESERVES</b>				
Profit and loss account		<b>(5,978)</b>		(5,241)
		<b>(5,978)</b>		(5,241)

## SCHEDULE TO THE DETAILED ACCOUNTS

For the year ended 30 September 2016

	30 September 2016	30 September 2015
	£	£
<b>TURNOVER</b>		
Subscriptions and other income	<b>76,991</b>	1,392
Maritime Festival and other events	<b>72,032</b>	84,061
Fellowship income	-	2,788
Advertising Columns	<b>4,392</b>	29,796
Levy income	<b>447,500</b>	479,600
	<b>600,915</b>	<b>597,637</b>
<b>COST OF SALES</b>		
Illuminations Expenses	<b>13,083</b>	36,393
Community Safety	<b>675</b>	407
Events and Projects	<b>151,243</b>	105,891
Maritime Festival	<b>81,852</b>	90,105
Air Show	<b>24,861</b>	-
Marketing Expenses	<b>211,711</b>	231,263
Levy implementation costs	<b>51,399</b>	58,700
Project Officer Wages	<b>20,566</b>	23,382
Advertising Columns	<b>5,114</b>	27,904
Fireworks Expenses	<b>38,258</b>	24,990
	<b>598,762</b>	<b>599,035</b>
<b>ADMINISTRATION EXPENSES</b>		
Subscriptions	<b>795</b>	795
Bank charges	<b>337</b>	728
Depreciation - plant and machinery	<b>1,757</b>	2,067
	<b>2,889</b>	<b>3,590</b>
<b>INTEREST RECEIVABLE</b>		
Bank interest receivable	-	-

# Membership News

GYTABIA has its own website

**www.gyta.com**

It is full of useful information about the BID Company

The site includes

- An explanation of what a BID is
- Details of Board members
- All events/projects funded by the BID, past, present & future
- Details of group meetings
- Training
- Planning applications in the borough
- Legislation
- Regulations

It also has a members-only section which contains minutes of meetings from all groups. This section can only be accessed by signed-up members of the BID company.

So, to keep up to date with any meetings that you may like to attend, don't forget to visit the website.



# ANNUAL STUDY VISITS

Since 2000 a delegation of private sector operators from Great Yarmouth have joined public sector representatives on an annual visit to resorts across the UK and Europe, all paying for themselves to participate in the trip. The mission; to learn more about how resorts manage and promote themselves and to forge closer bonds between businesses in the borough.

Over the last 15 years, discussions have sparked new ideas and new projects that have been implemented including a major regeneration project and promotion of the Business Improvement District. This year's study visit is likely to take us down to Dorset in October – details will be available shortly.

- 2001 – Scheveningen, Netherlands
- 2002 – Ostend, Belgium
- 2003 – Blackenberge, Belgium
- 2004 – Le Touquet, France & Folkestone/Ramgate, UK
- 2005 – Biarritz, France
- 2006 – Scarborough, Bridlington, Skegness, UK
- 2007 – Torquay & Brixham, UK
- 2008 – Jersey, UK
- 2009 – Hastings, Eastbourne & Brighton, UK
- 2010 – Blackpool, UK
- 2011 – Bournemouth, UK
- 2012 – Llandudno, UK
- 2013 – No trip
- 2014 – Isle of Wight, UK
- 2015 – No trip
- 2016 – Bath/Weston Super Mare, UK



# MEMBERSHIP CHARTER

In order to be eligible to stand as a Board member and vote in Board elections you will need to be a signed-up member of the company. This means signing the Membership Charter. You can download the membership charter and the declaration of acceptance from

**[www.gyta.com/company-membership-charter/](http://www.gyta.com/company-membership-charter/)**

# COMMUNICATIONS PREFERENCES

The GYTABIA is very aware of the need to keep all BID levy payers up to date on how and where the BID levy is being spent, whilst also involving you in a number of key decisions. To that end, and to help keep administrative costs down, we would prefer to communicate via email.

Please email **[karen@gyta.com](mailto:karen@gyta.com)**

to sign up for regular news and information bulletins.

## GYTABIA Contact Details:

**Phone:** 01493 846492

**Website** [www.gyta.com](http://www.gyta.com)

**Twitter** @GYTourism

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